



**NCI**thesaurus

# Web Style Guide

EVS Thesaurus Browser

September 18, 2007

# Overview

## How to Use This Guide

The purpose of this document is to serve as a reference for the developers of the EVS Thesaurus. It will describe the page layout, color schemes, and typography that were used to construct the overall site.

The document is written for the use of two key audiences:

1. Creative designers with a pre-existing command of Adobe Photoshop and Illustrator, as well as an understanding of Web Site design and User Interface design. With this document, a Designer can expect to:
  - Update or create new images and collages
  - Design or update content areas based on current color scheme, image sizes, and page layout.
2. Webmasters with pre-existing knowledge of HTML coding and familiarity with Cascading Style Sheets. With this document, a webmaster can expect to:
  - Update the site based upon new creative input and design
  - Manipulate image sizes and content to fit within specific areas

The information in each of the following sections should be used as a guide when constructing or altering pages within the site.

## General Design Direction

### A New Look and Architecture

The new EVS Thesaurus visual design, or “look and feel,” is the result of improved corporate branding, page layout, and navigational schemes. The new design was created primarily to meet the following objectives:

1. Improve the navigability and functionality for all our audiences
2. Give the site a “warmer” feel through imagery
3. Emphasize the EVS Thesaurus on the Web site and create a stronger brand recognition
4. Appeal to both patients and health professionals, who can access a wealth of information regarding cancer
5. Cleaner, friendlier, simpler, easier to use, more scalable, consistent

## Standard Elements Usage

### Fonts & Text Usage

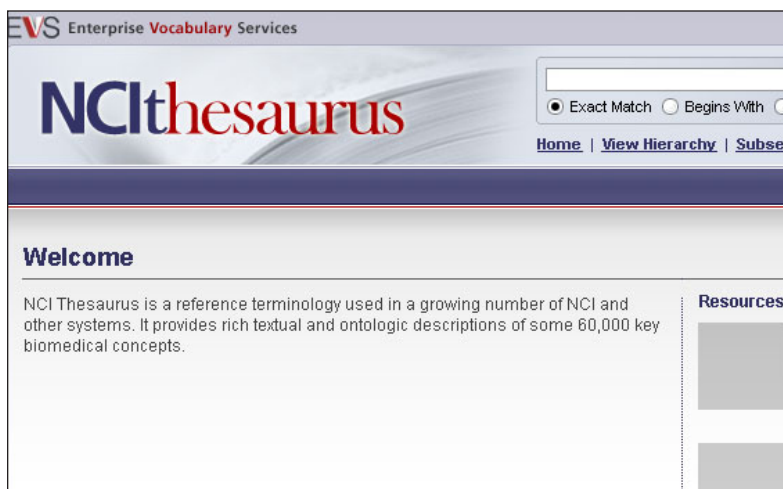
The text which appears throughout the EVS Thesaurus is created either as a graphic or as HTML code. Below are examples of the fonts that are used for each case. No other fonts or style of typography should be used on the site.

#### Graphic Text

Frutiger is the primary font for any graphical text used on the EVS Thesaurus. Please refer to Typography for specific sizes, color and placement of type on the All Ireland.

Frutiger Light  
*Frutiger Light Italic*  
 Frutiger Roman  
*Frutiger Italic*  
 Frutiger Bold  
*Frutiger Bold Italic*

Baskerville Regular  
**Baskerville Regular**



#### Web (or HTML) Text

Arial and Verdana is the primary font for all live html text used throughout the site. The main body text on EVS Thesaurus is 12pt in size and slightly larger for titles and headers. Tests results performed by Forrester show 12pt type as the most optimal size for reading on the web. In general, the main text is dark gray (HTML Colorcode #444444) and the titles and headers are Black (HTML Colorcode #000000). Please refer to Typography for specific sizes, color and placement of type on the EVS Thesaurus.

Arial Regular  
*Arial Italic*  
 Arial Bold  
*Arial Bold Italic*  
**Arial Black**

#### HTML Title Text Attributes

#### TITLE TEXT TAGS

COLOR : #2F2F5F;  
 FONT-FAMILY : Arial, Verdana,  
 Trebuchet MS, Tahoma, sans-serif  
 FONT-SIZE : 20px

#### HTML Body Text Attributes

#### BODY TEXT TAGS

COLOR : #444444;  
 FONT-FAMILY : Arial, Verdana,  
 Trebuchet MS, Tahoma, sans-serif  
 FONT-SIZE : 12px/15px

## Standard Elements Usage

### Color Palette

The EVS Thesaurus primary color palette must remain consistent throughout the web site. There can be secondary colors, however, may be expanded to include other colors, as long as these additions remain in a similar color family.

#### Global Header Colors



Hexcode: #2F2F5F  
RGB: 47, 47, 95  
CMYK: 93, 91, 34, 25



Hexcode: #A90101  
RGB: 169, 1, 1  
CMYK: 22, 100, 100, 18



Hexcode: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



Hexcode: #9999B3  
RGB: 153, 153, 179  
CMYK: 42, 37, 17, 0



Hexcode: #444444  
RGB: 68, 68, 68  
CMYK: 67, 60, 59, 44



Hexcode: #E5E5E5  
RGB: 229, 229, 229  
CMYK: 9, 6, 7, 0

#### Table and Text Formatting Colors



Hexcode: #2F2F5F  
RGB: 47, 47, 95  
CMYK: 93, 91, 34, 25



Hexcode: #A90101  
RGB: 169, 1, 1  
CMYK: 22, 100, 100, 18



Hexcode: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



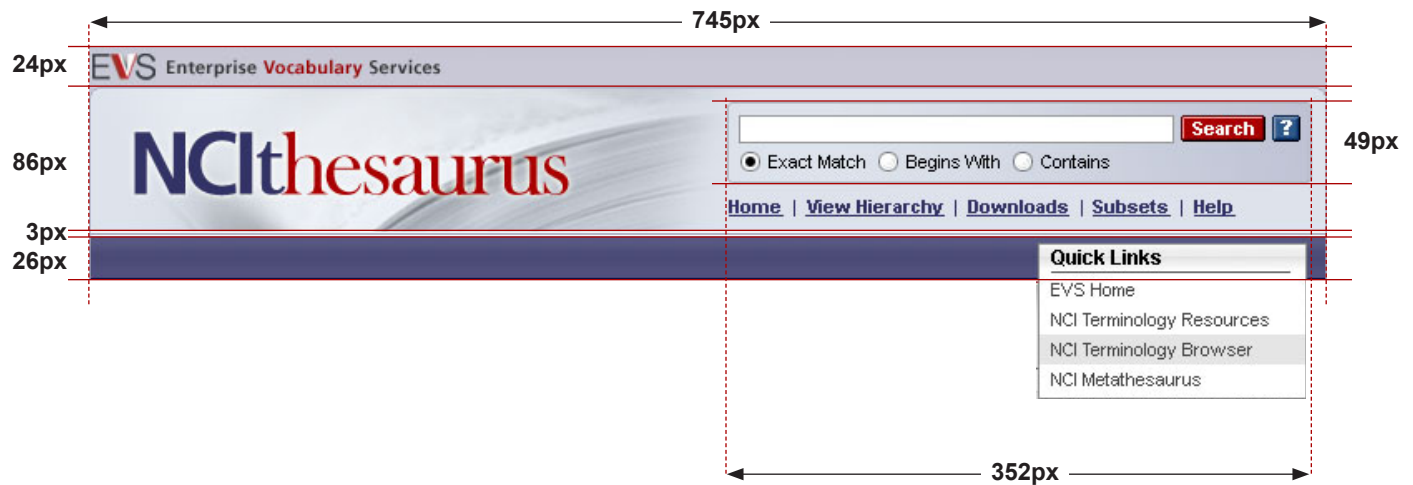
Hexcode: #444444  
RGB: 68, 68, 68  
CMYK: 67, 60, 59, 44

## Standard Elements Usage

### Global Navigation Bar

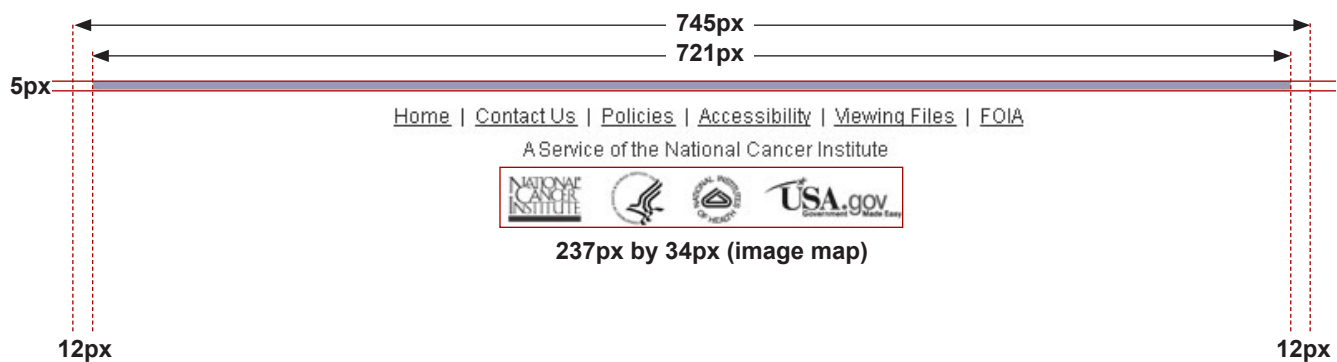
#### Major Categories

The primary navigation bar is a constant feature throughout all of the EVS Thesaurus Web site. Detailed specifications of the graphics comprising the navigation bar are shown in the diagram below. These graphical links represent the primary sections of the entire EVS Thesaurus Web site.



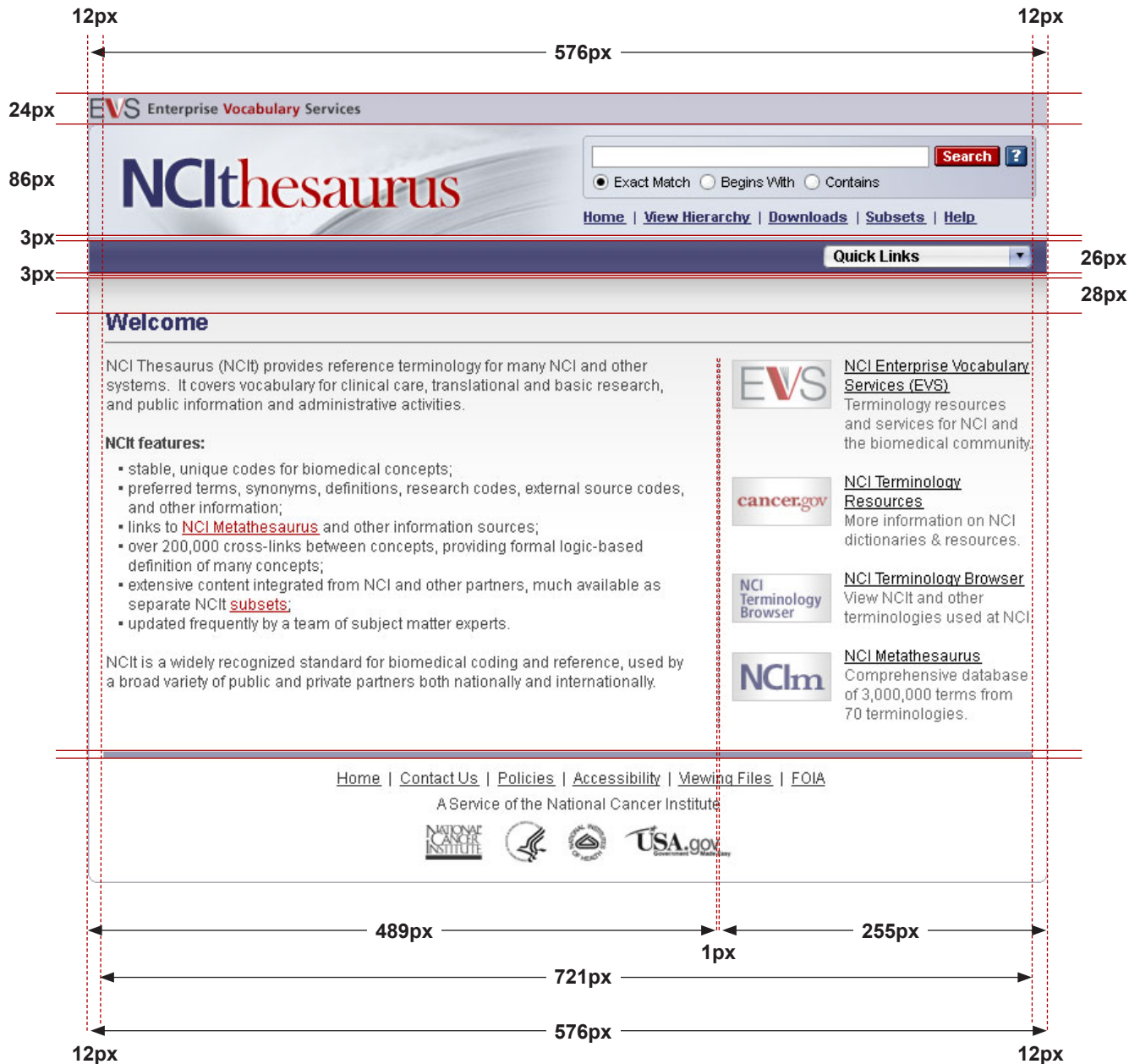
### Global Page Footer

The EVS Thesaurus global footer navigation bar remains consistent at the bottom of all web pages. The global footer must therefore always have the same treatment applied to it – size, placement, and font style. The global footer is made up of the following elements:



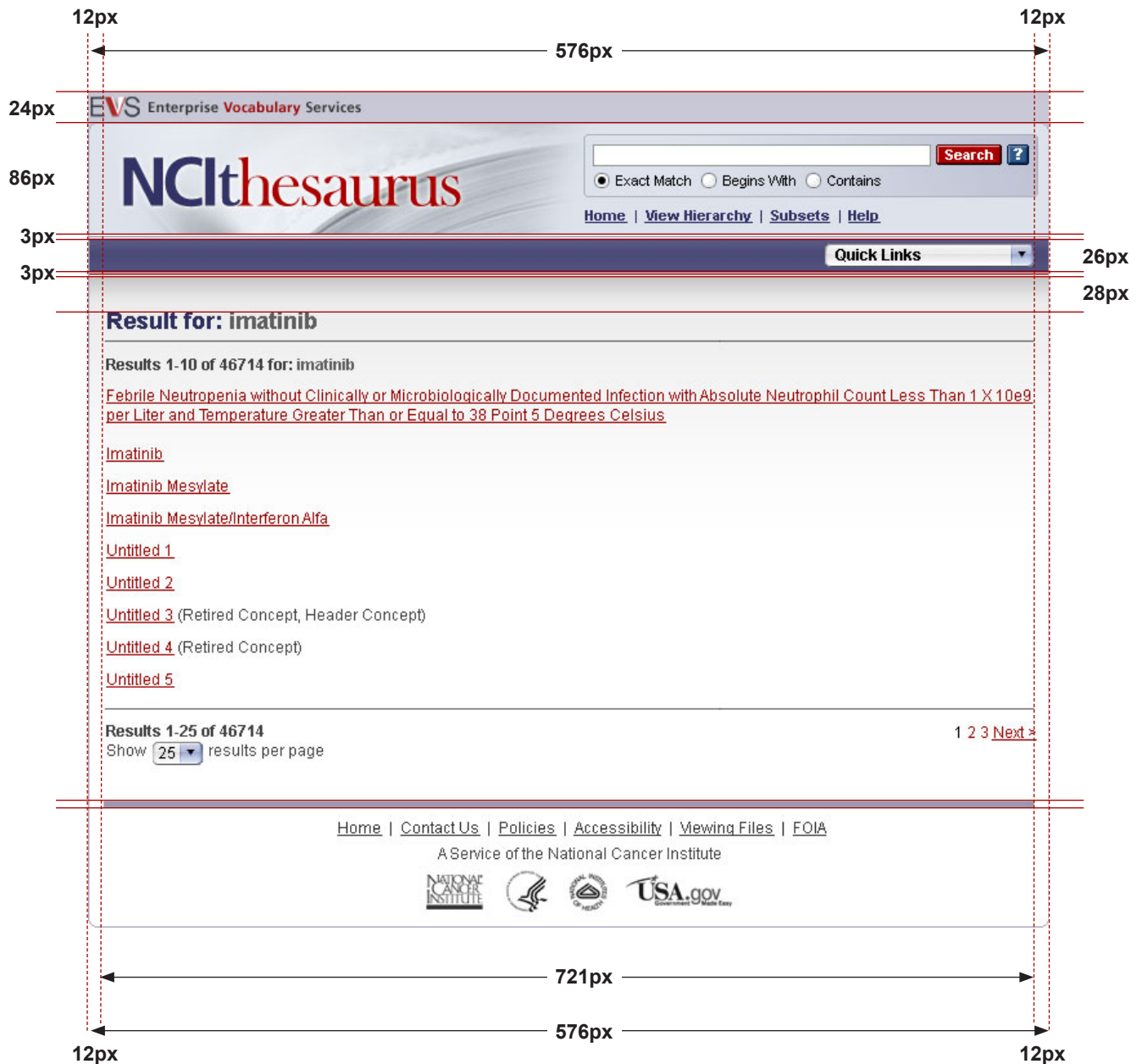
## Page Layout

### Home Page



## Page Layout

### Internal Page



## Page Layout

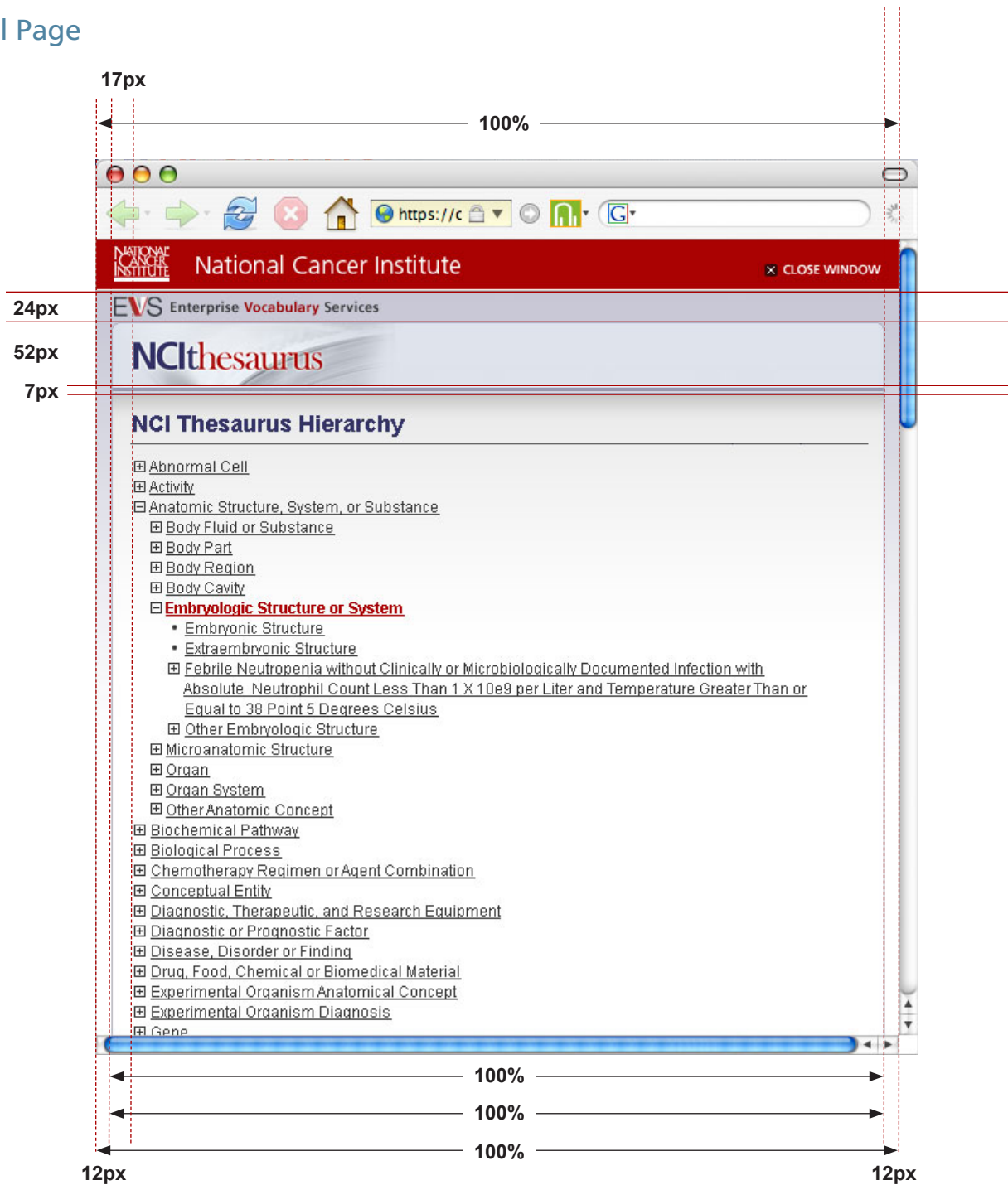
### Internal Page

The screenshot shows the NCIt Thesaurus browser interface with the following layout annotations:

- Header:**
  - Top navigation bar: 24px height, 576px width.
  - Search bar: 86px height, 12px width.
  - Search options: 3px height, 12px width.
  - Quick Links dropdown: 26px height, 12px width.
- Content Area:**
  - Imatinib Mesylate (Code C1687): 28px height.
  - Terms & Properties, Relationships, Synonym Details, View All: 23px height.
  - Relationships with Other NCIt Concepts:
    - Parent Concepts: Tyrosine Kinase Inhibitor
    - Child Concepts: Lorem Ipsum Dolor
    - Role Relationships: True for current concept and descendants, may be inherited from parent(s).
    - Association Relationships: True only for current concept.
- Footer:**
  - Footer navigation: 721px width, 12px height.
  - Footer text: A Service of the National Cancer Institute
  - Logos: National Cancer Institute, USA.gov, etc.

# Page Layout

## Internal Page



## Typography

### Home Page

The screenshot shows the NCI Thesaurus Home Page with various typography annotations. The annotations are as follows:

- Fruitger Bold, 11px, color: #333333, #A90101**: Points to the "EVS Enterprise Vocabulary Services" header.
- Arial Bold, 11px, color: #2F2F5F**: Points to the "NCIthesaurus" logo.
- Arial Regular, 11px, color: #2F2F5F**: Points to the search bar.
- Arial Bold, 12px, color: #000000**: Points to the "Quick Links" section.
- Arial Regular, 11px, color: #444444, ro bg: #E5E5E5**: Points to the "NCI Terminology Browser" link in the Quick Links section.
- Arial Regular, 12px, color: #000000, link: # 44444**: Points to the "NCI Terminology Resources" link in the Quick Links section.
- Arial Regular, 12px, color: #444444, link: #A90101**: Points to the "NCI Metathesaurus" link in the Quick Links section.
- Arial Regular, 12px, color: #333333**: Points to the "Home" link in the footer.
- Arial Bold, 18px, color: #2F2F5F**: Points to the "Welcome" heading.
- Arial Bold, 12px, color: #444444**: Points to the "NCI features:" heading.
- Arial Regular, 12px, color: #333333, ro: #000000**: Points to the "A Service of the National Cancer Institute" text in the footer.

The page content includes:

- Header:** EVS Enterprise Vocabulary Services, NCIthesaurus logo, search bar, and navigation links (Home, View Hierarchy, Downloads, Subsets, Help).
- Welcome Section:** A paragraph introducing NCI Thesaurus (NCIt) and its purpose.
- NCIt features:** A list of features including stable codes, preferred terms, synonyms, definitions, research codes, external source codes, and other information.
- Quick Links:** A list of links to various resources, including EVS Home, NCI Terminology Resources, NCI Terminology Browser, NCI Metathesaurus, and NCI Enterprise Vocabulary Services (EVS).
- Footer:** A row of links (Home, Contact Us, Policies, Accessibility, Viewing Files, FOIA) and logos for the National Cancer Institute, the Department of Health and Human Services, and the USA.gov.

## Typography

### Internal Page

The screenshot displays the NCIt thesaurus browser interface. Red arrows point from text boxes containing font specifications to various elements on the page:

- Fruitger Bold, 11px, color: #333333, #A90101** points to the "EVS Enterprise Vocabulary Services" header.
- Arial Bold, 11px, color: #2F2F5F** points to the "NCIt thesaurus" logo.
- Arial Regular, 11px, color: #2F2F5F** points to the search bar.
- Arial Bold, 12px, color: #000000** points to the "Quick Links" dropdown menu.
- Arial Regular, 12px, color: #444444, #666666** points to the search results list.
- Arial Reg. & Bold, 12px, color: #444444, link: # A90101** points to the "Results 1-25 of 46714" section.
- Arial Regular, 12px, color: #333333** points to the footer text "A Service of the National Cancer Institute".
- Arial Bold, 18px, color: #2F2F5F, #5F5F5F** points to the "Result for: imatinib" header.
- Arial Bold, 12px, color: #A90101** points to the "Results 1-10 of 46714 for: imatinib" section.
- Arial Regular, 12px, color: #333333, ro: #000000** points to the footer text "A Service of the National Cancer Institute".

## Typography

### Internal Page

The screenshot displays the NCI Thesaurus EVS Enterprise Vocabulary Services interface. Red arrows point from text boxes containing font specifications to various elements on the page. The interface includes a search bar, navigation links, a 'Quick Links' section, and a detailed view for 'Imatinib Mesylate (Code C1687)'. This view contains sections for 'Relationships with Other NCIt Concepts' and 'Association Relationships', each with a table of related concepts and their identifiers. The footer includes a navigation bar and logos for the National Cancer Institute and the USA.gov website.

**Font Specifications and Locations:**

- Fruitger Bold, 11px, color: #333333, #A90101:** Points to the 'NCIthesaurus' logo.
- Arial Bold, 11px, color: #2F2F5F:** Points to the 'Search' button and the 'Home | View Hierarchy | Subsets | Help' navigation links.
- Arial Regular, 11px, color: #2F2F5F:** Points to the search input field.
- Arial Bold, 12px, color: #000000:** Points to the 'Quick Links' button.
- Arial Bold, 12px, color: #2F2F5F, #FFFFFF:** Points to the 'View in Hierarchy' and 'View History' buttons.
- Arial Bold, 17px, color: #A90101:** Points to the 'Relationships with Other NCIt Concepts' section header.
- Arial Regular, 12px, color: #A90101, bg: #E5E5E5:** Points to the 'FDA Established Names and Unique Ingredient Identifier' link in the 'Association Relationships' table.
- Arial Regular, 12px, color: #333333:** Points to the 'A Service of the National Cancer Institute' text in the footer.
- Arial Bold, 18px, color: #2F2F5F, #5F5F5F:** Points to the 'Imatinib Mesylate (Code C1687)' title.
- Arial Reg. & Bold, 12px, color: #444444:** Points to the 'Imatinib' link in the 'Association Relationships' table.
- Arial Regular, 12px, color: #333333, ro: #000000:** Points to the 'Home' link in the footer navigation bar.

## Typography

### Internal Page

